



1 July 2010

This update summarises tourism performance by drawing upon Visit Wales' own research. It is based upon information available at 1 July 2010.

Numbers are rounded to 2 decimal places. All figures are provisional and subject to change at year end.

## Staying visitors from the UK

**Table 1: UK overnight domestic tourism to Wales January to March, 2009, 2010**

	<i>million</i>					
	Trips			Nights		
	2009	2010	% Change	2009	2010	% Change
Wales	1.12	1.24	10.27	3.08	3.64	18.09
England	17.59	17.90	1.74	45.15	43.57	-3.49
UK	20.99	21.79	3.84	54.93	55.43	0.86

Source: UKTS 2009, 2010 January – March

- Of the 21 million trips taken in the UK between January and March 2010, 5.5 per cent of those were in Wales compared to 5.2% in 2009.
- In 2010 there was an 7.1 per cent increase in the average length of stay (nights) compared to the same period in 2009

**Table 2: UK overnight domestic tourism to Wales, Expenditure, January to March, 2009, 2010**

	<i>million</i>		
	Spend (£)		
	2009	2010	% Change
Wales	145	190	31.03
England	2,699	2,702	0.11
UK	3,378	3,463	2.52

Source: UKTS 2009, 2010 January – March

- Wales' share of the UK total has also increased in terms of spend (5.5 per cent), compared to the same period in 2009 (5.7 per cent and 4.3 % respectively).
- In 2010 there was an 11.1 per cent increase in the average spend per night and a 18.8 per cent increase in average spend per trip compared to the same period in 2009.

**Table 3: UK overnight domestic tourism to Wales, Purpose of Trip January to March, 2009, 2010**

	<i>million</i>					
	Trips			Nights		
	2009	2010	% Change	2009	2010	% Change
Total	1.12	1.23	9.8%	3.08	3.64	18.2%
Hols 1-3	0.38	0.5	31.6%	0.7	0.94	34.3%
Hols 4-7	0.08	0.13	62.5%	0.4	0.73	82.5%
Hols 8+	0.01	-	.	0.36	-	.
VFR	0.46	0.4	-13.0%	1.15	1.47	27.8%
Business/ work	0.17	0.18	5.9%	0.4	0.46	15.0%

- insufficient sample  
 . not applicable

Source: UKTS 2009, 2010 January – March

**Table 4: Spend on UK overnight domestic tourism to Wales, Purpose of Trip January to March, 2009, 2010**

	<i>million</i>		
	Spend (£)		
	2009	2010	% Change
Total	145.17	189.85	30.8%
Hols 1-3	49.13	81.38	65.6%
Hols 4-7	17.85	21.83	22.3%
Hols 8+	2.55	-	.
VFR	38.43	50.23	30.7%
Business/ work	35.28	31.37	-11.1%

- insufficient sample  
 . not applicable

Source: UKTS 2009, 2010 January – March

- During 2009, Holiday trips, particularly those of one to three nights duration have seen significant increase in the first quarter of 2010 compared to 2009.
- Overnight Business tourism spend fell around 11%, in the first quarter of 2010 compared to 2009 no doubt affected by the general economic climate.

### International visitors

Information on the number of overseas visitors to the UK is derived from the International Passenger Survey (IPS) conducted by the Office of National Statistics (ONS). The IPS is a survey of a random sample of passengers entering and leaving the UK by air, sea or the Channel Tunnel. Monthly UK data and Wales level quarterly data is published by Social and Vital Statistics Division of ONS.

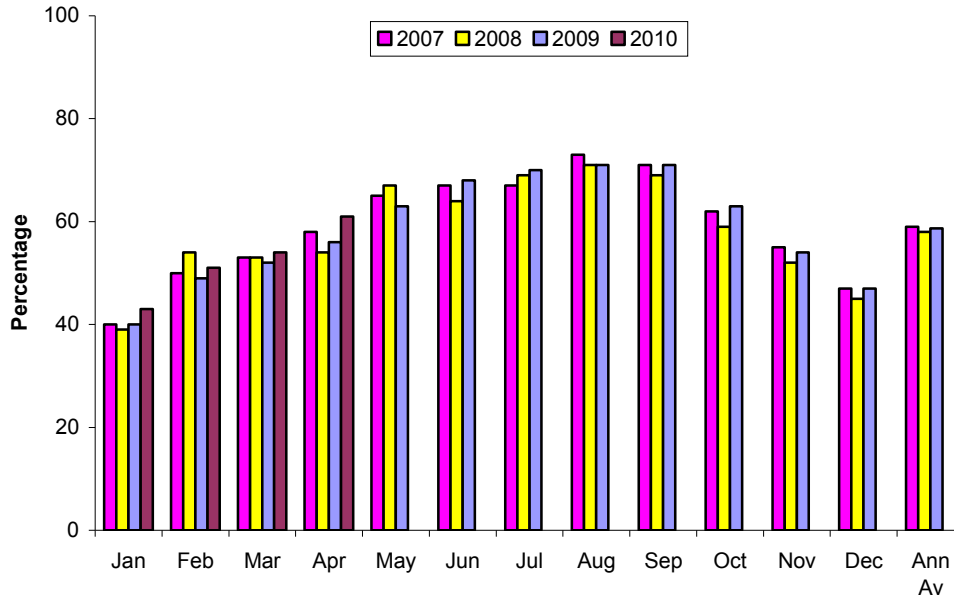
Further information about the IPS and the latest publications can be found at:  
[http://www.statistics.gov.uk/ssd/surveys/international\\_passenger\\_survey.asp](http://www.statistics.gov.uk/ssd/surveys/international_passenger_survey.asp)

Visit Britain also produces a series of publications based on IPS data. Further information on these publications can be found at:  
<http://www.visitbritain.org/insightsandstatistics/visitorstatistics/inbound/latestdata/latestdata.aspx>

## Occupancy

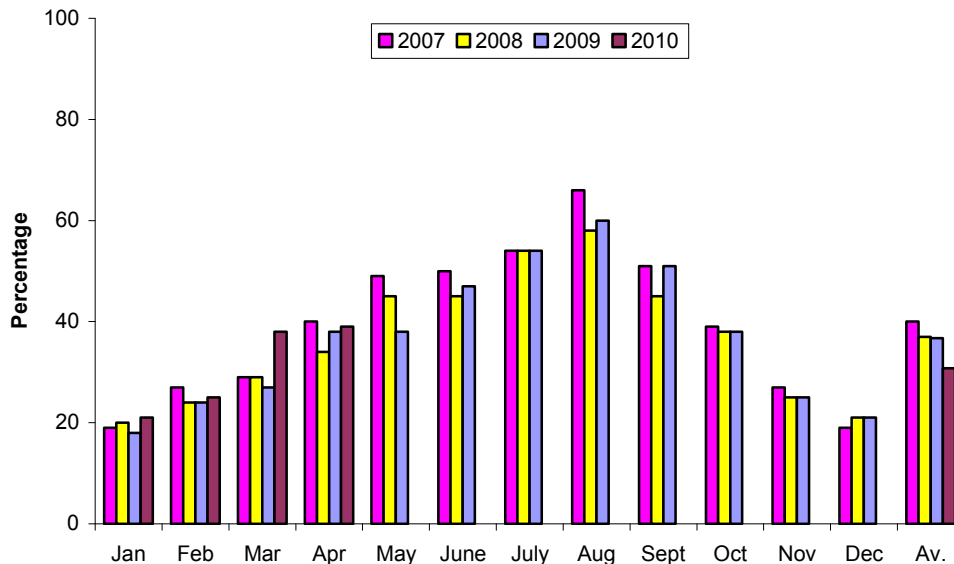
The Visit Wales Occupancy Survey is a monthly survey of a panel of establishments located throughout Wales. The provisional 2010 occupancy figures are shown in the following graphs.

**Chart 1: Hotel Room Occupancy**



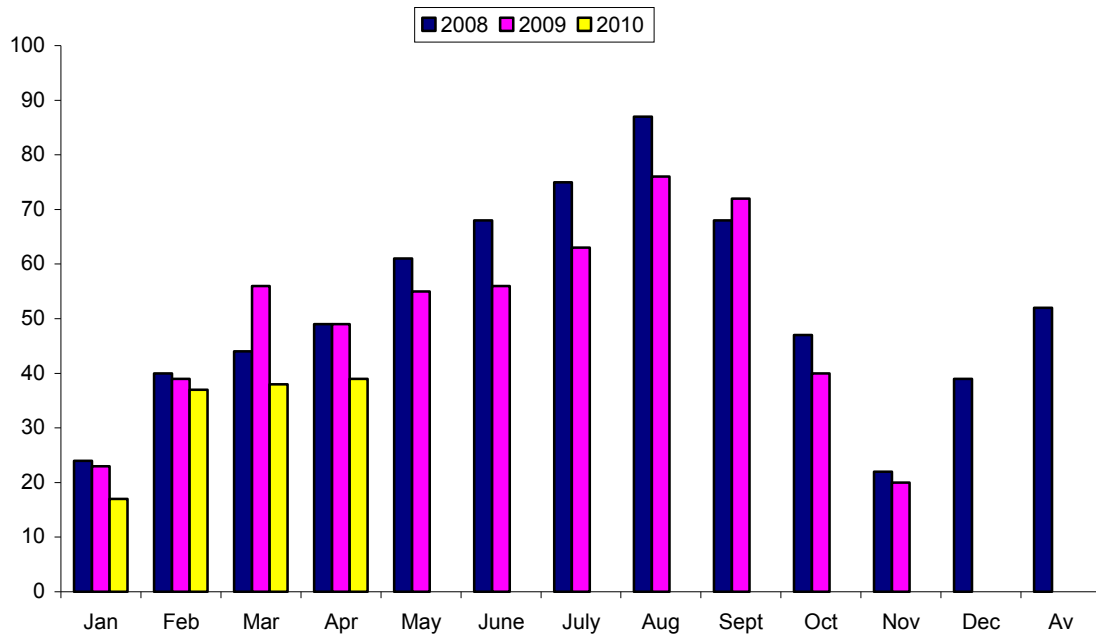
Source: Visit Wales Occupancy Survey

**Chart 2: Guesthouse/B&B Room Occupancy**



Source: Visit Wales Occupancy Survey

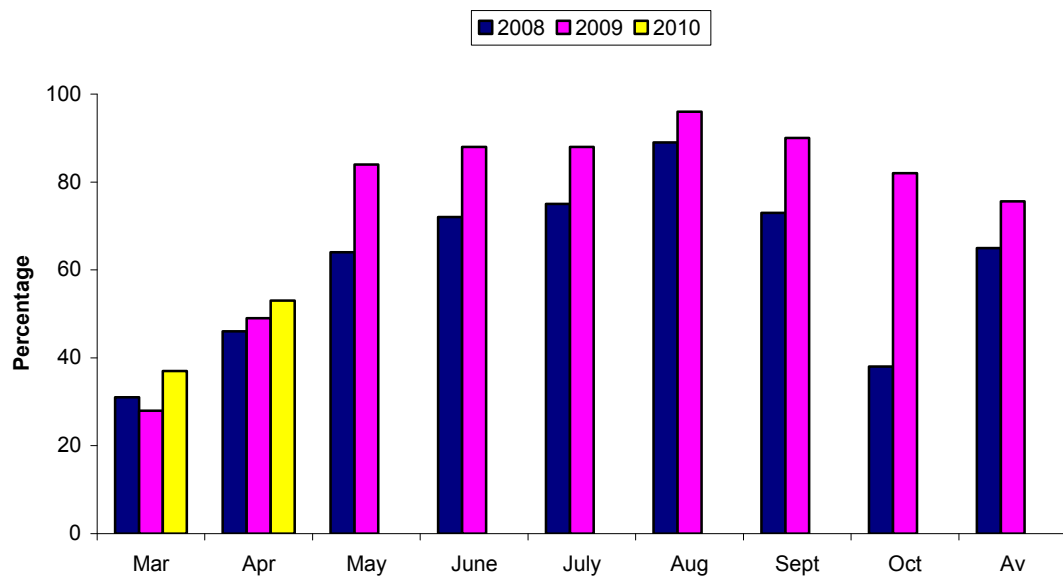
**Chart 3: Self Catering Unit Occupancy (a)**



Source: Visit Wales Occupancy Survey

(a) Self catering occupancy is measured at the individual property level by expressing the number of weeks let each month as a proportion of the weeks and units available for rent.

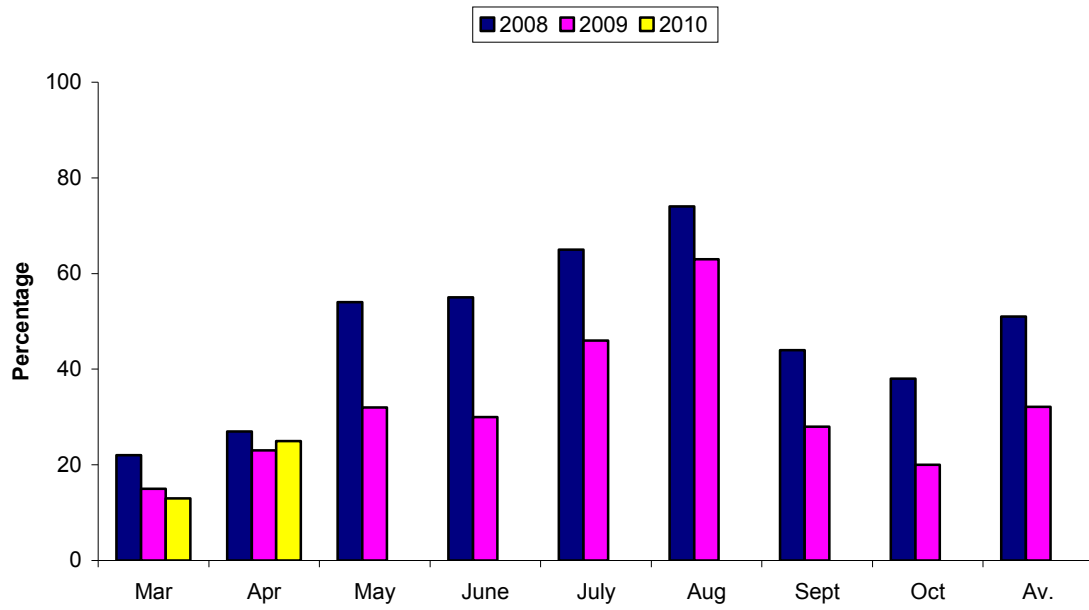
**Chart 4: Caravan/Chalet/Holiday Home Static Pitch Occupancy (a)**



Source: Visit Wales Occupancy Survey

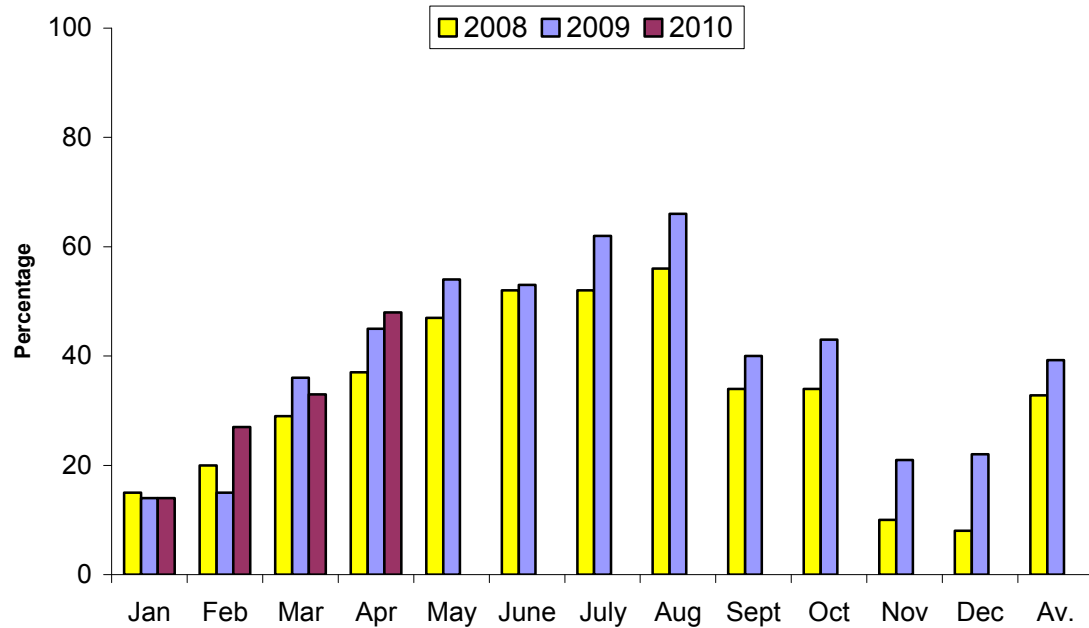
(a) Note: Caravan/Chalet Holiday Home occupancy is measured as the percentage of available caravans and/or chalets occupied.

**Chart 5: Touring Park Pitch Occupancy**



Source: Visit Wales Occupancy Survey

**Chart 6: Hostel Bed Occupancy**



Source: Visit Wales Occupancy Survey

## Key Quality Information

This bulletin uses information from the United Kingdom Tourism Survey (UKTS), the International Passenger Survey (IPS) and the Visit Wales Occupancy Survey.

### United Kingdom Tourism Survey (UKTS)

The UKTS is a national consumer survey measuring the volume and value of tourism trips taken by residents of the United Kingdom. It is jointly sponsored by Visit Britain, Visit Scotland, Visit Wales and the Northern Ireland Tourist Board.

The survey covers trips away from home lasting one night or more taken by UK residents for the purpose of holidays, visits to friends and relatives, business and conferences or any other purpose. Tourism is measured in terms of volume (trips taken, nights away) and value (expenditure on trips).

Further information about the UKTS can be found at:

<http://new.wales.gov.uk/topics/tourism/research/tourisminwales/volumeandvalue/?lang=en>

### Visit Wales Occupancy Survey

The Visit Wales Occupancy surveys provide comprehensive trend information on the demand for accommodation in Wales across the following accommodation types:

- self-catering cottages and apartments,
- touring caravans and camping,
- holiday parks,
- hotels,
- guesthouses, B&Bs and,
- hostels (from 2008).

They also act as a monitor of the performance of these sectors and the results are widely used by operators, Visit Wales, local authorities and other organisations involved in planning, marketing and developing tourism resources. Occupancy surveys are a key factor in establishing the volume and value of Tourism in Wales.

The latest monthly summaries and annual reports are available here:

<http://wales.gov.uk/topics/tourism/research/occupancy/?lang=en>

**If you would like further information on the above or would like to participate in any of our surveys/research, please contact us using the details shown below:**

[tourismresearch@wales.gsi.gov.uk](mailto:tourismresearch@wales.gsi.gov.uk)

Tel: 029 2047 5358 / 029 2047 5288

<http://new.wales.gov.uk/topics/tourism/research/?lang=en>